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## August 5th is National Night Out

Please join me on Tuesday, August 5th for District 7's annual **National Night Out**. National Night Out is a nationwide effort held on the first Tuesday of every August to encourage people to get out and meet their neighbors in order to make our communities safer places to live, work and play. The event is free and for the entire family. We have two locations: Navajo area and the City Heights area.

The Navajo event takes place from 2:00 p.m. until 8:00 p.m. in the shopping center parking lot at the corner of Navajo Road and Jackson Drive. There will be carnival rides, dozens of vendors and display booths and plenty of food. It is organized and sponsored by The City of San Diego Navajo Community Service Center (CSC) and the Greater Navajo Area Business Association (GNABA). Kaiser Permanente, San Diego Firefighters Local 145, San Diego Land Fill Systems and local merchants such as Megan's Café and Bronze Age Tanning are all helping to put on the event.

The City Heights event begins at 6:30 p.m. at the City Heights Urban Village located at 4380 Landis Street. There will be games and prizes, clowns, drawings for prizes and plenty of food. It is sponsored by City Heights on Patrol, City Heights Pastors Association, Murphy's Market and the City Heights Town Council.

## Way to go San Carlos Little League!



We take great pride in all of our participants in youth sports teams in District 7. These young athletes are to be commended for playing on a local team. I especially want to highlight the achievement of the San Carlos Little League and their Junior All Stars. This team of 13 and 14-year old boys played in the All Star Tournament, Sectional Division which includes the eastern part of San Diego County and we cheered them on to win the sectional championship. They won the district championship which

means they had an outstanding tournament record of 7 & 1. They won the District Flag for District 33 that includes our district, Serra Mesa, North Park, Oak Park and La Mesa. Congratulations to members of the team and their families. For more information, visit their website at [SanCarlosLittleLeague.com](http://SanCarlosLittleLeague.com)

## Crossroads Redevelopment Area Now Official

It's official - Crossroads has been accepted as the newest Redevelopment Project Area. The City Council approved my plans for the 1,031-acre Crossroads Redevelopment Project Area and Redevelopment Plan on May 6, 2003, however, there was a required waiting period which has now passed.

This redevelopment area will have a tremendous impact in revitalizing major corridors along College Avenue, University Avenue, El Cajon Boulevard and 54th Street that were once the heart of commerce in San Diego. There are numerous empty storefronts along El Cajon Boulevard and University Avenue with no prospects of new businesses coming into the area. I believe the community deserves a lot more than empty storefronts. I believe the community should have choices of restaurants, businesses and services. Redevelopment is a tool the City of San Diego can use to bring extra money and economic opportunity into communities such as the College and Eastern Areas.

Why a redevelopment area? Typically, when property owners pay property taxes, only 12%-17% of their money comes back to the City and it goes to the City's General Fund. However, under redevelopment 66% to 82% of the incremental growth in property tax money comes back and it must be spent only in the redevelopment area! This money can be used to clean up older, neglected buildings, install landscaped medians and more. That is why community leaders and I are excited about the wonderful changes Crossroads redevelopment will bring. With all the anticipation of Crossroads, over 500 units of new housing are already being contemplated along with an improved retail for the area. [Click on this link to get more information about the Crossroads Redevelopment Area.](#)

## Neighborhood E-Watch Keeps You Informed

The City of San Diego's Neighborhood eWatch provides information about crime incidents in the City of San Diego to the public for free via the Internet and is updated every 24 hours. I introduced this popular service several months ago and encourage you to use it. The web site address is: <http://ewatch.sandiego.gov>.

## Parks and Tot Lots are happening throughout the 7th District!



Recently I joined community leaders in Del Cerro to break ground for improving the Tot Lot at Princess Del Cerro Park on Wenrich Drive. In fact, the contractor is now hard at work to make this longtime community wish come true. There is much diversity in our District. However, our communities share a common theme and that is the desire for additional parks and improved park facilities. Gone are the days where seeing rusting play equipment and we are working hard with very limited funds to improve our park facilities.

Other park updates: Several weeks ago we dedicated the long awaited Tot Lot at Tierrasanta's Community Park. This is a wonderful addition to the community and the Recreation Council there is to be commended for their patience and dedication to this project. Additionally, the Grantville Neighborhood Park and San Carlos Recreation Center Tot Lots are in the design stages. We are also working toward a new comfort station at DePortola Joint-Use fields for Tierrasanta and the American Society of Landscaped Architects recently held a community brainstorming session about creating a neighborhood park for Fox Canyon. Expect community input and design to begin on the Fox Canyon park later this year.



Lots of activity has been taking place at Colina Del Sol Park. Community members joined me for the much anticipated ribbon-cutting ceremony and dedication on July 22. The outdated and worn out playground equipment has been replaced with fun, contemporary and - most importantly - Americans with Disabilities Act (ADA) accessible playground equipment. The park is located at 5319 Orange Avenue.

But wait...there's more. Pro-Kids Golf Academy, which is located at the park, is renovating its golf course. And....STAR/PAL is building a new 3,400 square foot Headquarters and renovating their existing facility. STAR/PAL is a volunteer program for young people and stands for Sports Training, Academics & Recreation/Police Athletic League. It is a very worthy program and they've launched an ambitious \$1.3 million capital campaign. Their goal is to break ground by September and complete the project by early next year. When completed, this 5,400 square foot facility will house the STAR/PAL Youth Computer Lab, several multi-purpose rooms and the administrative offices for the STAR/PAL Team. STAR/PAL has a 25 year lease agreement with the City of San Diego for this property. This project has been adopted by the Building Industry Association's BIA Cares for Kids Fund and by Roel Construction. Major donors include San Diego National Bank, Parker Foundation, Weingart Price Foundation, Copley Newspapers, KUSI, Nice Guys, Stafford Memorial Trust, Cox Communications, County Board of Supervisors and numerous STAR/PAL Board Members.

## Recreational Amenities for Oak Park

I am a strong advocate for a recreational facility for Oak Park at the old South Chollas Landfill and join the community in eagerly awaiting the day when we have a development opportunity that works. Recently we thought we had a possibility. However, fines points with the project kept it from happening at this time but I remain optimistic something can be worked out.

I must look out for the best interests of the Oak Park residents that will use the facility as well as State and Federal responsibilities placed upon the City of San Diego in maintaining a former landfill site. I included the Chollas landfill area within the boundaries of the Crossroads redevelopment area as a further demonstration of my commitment to provide the long-promised amenities for Oak Park. Being within Crossroads gives the area promise for a future funding source once the Crossroads redevelopment area begins to produce tax increment funds.

Councilmember Charles Lewis and I are committed to providing the recreational amenities that Oak Park residents have wanted for so many years. I am confident we will continue to work together with the interested contractor or get a new request for proposals out to the public at the earliest date possible should that become necessary.

## Military Housing in Tierrasanta

The Department of Defense (DOD) recently released the Draft Environmental Impact Statement (EIS) for the Marine Corps Air Station (MCAS) Miramar Military Housing Plan in San Diego. Their preferred site is to build military housing on base near Tierrasanta. The federal government owns this land and has jurisdiction over it. The City of San Diego does not have jurisdiction but we do have the option of working closing with the military to minimize the impact.

I must say I am dismayed from my initial read of the Draft EIS. I have been a strong advocate to expand Mission Trails Regional Park and to preserve the federally owned open space of East Miramar. Unfortunately, the Navy wants to build new housing immediately west of the East Elliott area within pristine open space. They are relying on Highway 52 and/or Santo Road as the access point. I believe a much better approach would be to consider housing immediately south of Scripps Ranch and connect the project directly to Miramar Way at Interstate 15. This would provide direct access to the base via Miramar Way and not add traffic to our already overcrowded highways. Another alternative would be to connect their internal access road at Pomerado and Spring Canyon, providing an alternative route to Pomerado helping Scripps Ranch alleviate their traffic problems. Instead, it appears at this point no access to Miramar Way is contemplated with the current plan making the traffic impacts to both Highway 52 and the Santo Road/Hwy 52 interchange very problematic.

San Diego is proud of our Navy and Marine personnel and their families based here. We certainly understand the need for additional housing for military personnel based in San Diego. We also realize that building new housing on base will greatly impact the communities that surround it. Already we have infrastructure problems in San Diego that affect our quality of life. There is no doubt that adding additional housing on base will create more challenges off base. We need time to discuss how to satisfactorily address the impact on traffic, streets, water and sewer infrastructure, schools, park facilities, the environment and other issues. We are working arduously at the local level to provide the best quality of life for everyone in San Diego.

[Click on this link if you would like to download the Draft EIS. \(It's a very large 45mb file\).](#)

## Median Enhancement Program

Residents have told me how pleased they are with our Council District Seven median enhancement program and commented on the tremendous progress we've made over the past two years. Last year alone, the College Avenue and Navajo Road median projects were started and completed on time and under budget! When was the last time you heard on time and on budget describe a City project? This year we broke ground on the Montezuma Road median and I'm pleased to tell you that it's almost finished. More good news - construction has begun on the North College Avenue/Del Cerro Road median enhancement project. New community entrance signs for both Allied Gardens and Del Cerro will soon be installed as part of the median projects. We are also working with Tierrasanta community leaders and will soon have a new median for Antigua Blvd placed out to bid.

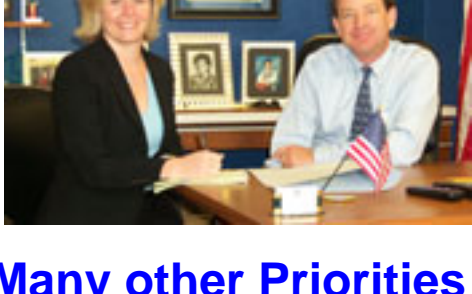
And lastly, I'm very pleased to announce that at long last those less than attractive fences along Navajo Road will soon be covered with landscaping as part of the Navajo Road median project. Few issues in my office receive more complaints than those fences along Navajo Road. Lemonade Berry trees will be planted along the fence line on the north side of Navajo Drive between Cowles Mountain Boulevard and Boulder Lake Avenue.

## Lake Murray Concession Stand



The Lake Murray concession stand opened in time for the July 4th holiday weekend. It had been closed for several months because of difficulties with the City's contract but that has been taken care of and we have a new concessionaire. Next time you are fishing, walking, biking, boating or just enjoying the view at Lake Murray, stop by the concession stand and see all that it has to offer. Day permits for fishing at the lake, row boat rentals, fishing equipment (coming soon) and, of course, refreshments. The summer hours are sunrise to sunset on fishing days which are Saturday, Sunday and Wednesday. All other days it is open from 9:00 a.m. until 5:30 p.m.

## Congratulations to my Chief of Staff



It is with great pleasure that I let you in on a little secret: Aimee Faucett has been selected as an honoree for San Diego Metropolitan Magazine's 40 Under Forty award. She will be honored at a special awards luncheon on September 15th and will be featured in that month's issue of the magazine. I'm privileged to have her as my Chief of Staff and very proud of her accomplishments. Congratulations, Aimee!

## Many other Priorities

There's many priorities and issues I'm involved with each and everyday - to get an idea of just a few of the many things we're working on for you, visit the [Priorities Page](#) on my website to learn more.

**Keep up to date on the latest issues within the City by visiting our Website at [JimMadaffer.com](http://JimMadaffer.com). If this email was forwarded to you, you can join our email list by clicking [here](#).**

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